



WPEC
1100 Fairfield Dr
West Palm Beach, FL 33407

McLaughlin & Associates
566 S.Rt. 303
Blauvelt, NY 10913

Contract # 1352234

Schedule Dates 08/09/12-08/14/12
Advertiser Ric Bradshaw for Sheriff (73515)
Agency McLaughlin & Associates (9012)
Product POLITICAL CANDIDATE (ns) (1186)
Brand RIC BRADSHAW 8/9 (466604)
Salesperson TeleRep/DC, Washington DC (2995)
Sales Office TeleRep Washington DC
Buyer Name CAMPBELL, MARLAINE
Phone/Fax /
CPE 356
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments RIC BRADSHAW 8/9
***** THIS IS A CASH IN ADVANCE SCHEDULE ***** RIC BRADSHAW FOR SHERIFF

Date Entered 08/08/12
Last Modified 08/08/12
Entered By Nancy Brutus
CO-OP No
Headline # 06268486
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,485.00
Net Total \$8,415.00
Sales Tax

West Palm Beach (WPEC)	Spots	Rate
By Broadcast Month		
Aug. 2012	22	\$9,900.00
Grand Total:	22	\$9,900.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	08/09/12-08/10/12	3	:30	9A-10A (EST)	2				X	X			2	\$200.00	\$400.00	West Palm Beach (WPEC)		8/8/12
2.0	Normal Line / SPOT (2)	08/09/12-08/10/12	3	:30	12P-12:30P (EST)					1	1			2	\$350.00	\$700.00	West Palm Beach (WPEC)		8/8/12
3.0	Normal Line / SPOT (3)	08/13/12-08/14/12	3	:30	5P-5:30P (EST)	1	X	X						1	\$400.00	\$400.00	West Palm Beach (WPEC)		8/8/12
4.0	Normal Line / SPOT (4)	08/09/12-08/10/12	3	:30	5P-5:30P (EST)					1	1			2	\$400.00	\$800.00	West Palm Beach (WPEC)		8/8/12
5.0	Normal Line / SPOT (5)	08/13/12-08/14/12	3	:30	5:30P-6P (EST)	1	X	X						1	\$400.00	\$400.00	West Palm Beach (WPEC)		8/8/12
6.0	Normal Line / SPOT (6)	08/09/12-08/10/12	3	:30	5:30P-6P (EST)					1	1			2	\$400.00	\$800.00	West Palm Beach (WPEC)		8/8/12
7.0	Normal Line / SPOT (7)	08/13/12-08/14/12	3	:30	6P-6:30P (EST)	1	X	X						1	\$600.00	\$600.00	West Palm Beach (WPEC)		8/8/12
8.0	Normal Line / SPOT (8)	08/09/12-08/10/12	3	:30	6P-6:30P (EST)					1	1			2	\$600.00	\$1,200.00	West Palm Beach (WPEC)		8/8/12
9.0	Normal Line / SPOT (9)	08/13/12-08/14/12	3	:30	7P-7:30P (EST)	1	X	X						1	\$400.00	\$400.00	West Palm Beach (WPEC)		8/8/12
10.0	Normal Line / SPOT (10)	08/09/12-08/10/12	3	:30	7P-7:30P (EST)					1	1			2	\$400.00	\$800.00	West Palm Beach (WPEC)		8/8/12
11.0	Normal Line / SPOT (11)	08/13/12-08/14/12	3	:30	11P-11:30P (EST)	1	X	X						1	\$700.00	\$700.00	West Palm Beach (WPEC)		8/8/12
12.0	Normal Line / SPOT (12)	08/09/12-08/10/12	3	:30	11P-11:30P (EST)					1	1			2	\$700.00	\$1,400.00	West Palm Beach (WPEC)		8/8/12
13.0	Normal Line / SPOT (13)	08/13/12-08/14/12	3	:30	6P-6:30P (EST)							1		1	\$300.00	\$300.00	West Palm Beach (WPEC)		8/8/12
14.0	Normal Line / SPOT (14)	08/12/12-08/12/12	3	:30	6:30P-7P (EST)								1	1	\$300.00	\$300.00	West Palm Beach (WPEC)		8/8/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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15.0	Normal Line / SPOT (15)	08/12/12-08/12/12	3	:30	11P-11:30P (EST)								1	1	\$700.00	\$700.00	West Palm Beach (WPEC)		8/8/12

CONFIRMATION CONTRACT

Date:

Accepted-Station:

Date:

Comments:

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, McLaughlin & Associates,
 being/on behalf of: Ric Bradshaw, a legally
 qualified candidate of the Democrat political
 party for the office of: Sheriff - PB County
 in the Primary
 election to be held on: August, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

ORDER ATTACHED

\$9,900=

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Ric Bradshaw for Sheriff

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Kim LeeBove, Treasurer

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

July, 2012

Date

Marianne Campbell

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Lillie K. Roberts
Signature

Lillie K. Roberts
Printed Name

Sales Director
Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Friends of Connie mack
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does ☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

signature of candidate or authorized committee

Marianne Campbell for Friends of Connie Mack

printed name

4-10-12

date

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.



RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: RIC BRADSHAW PARTY: Dem

OFFICE/DESCRIPTION: P.B. Co. Sheriff ELECTION DATE: 8/14/12

INQUIRY MADE BY: MARIONNE CAMPBELL
Candidate Manager Agency Committee (circle one)

ADDRESS: McLaughlin & Associates
516 So. Route 303
Blauvelt, NY 10913

PHONE: 845-365-2000 FAX: 845-365-2008

EMAIL: _____

Information Requested: RATES & AVAILS

Final Disposition: Order places \$9,900=

If Committee, list officers and position: Treasurer - Kim Lee Bove

TAKEN BY: Cheryl Blair DATE: _____ TIME: _____

T'Rep WASH.